



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

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October 20, 2009

To: All Department Heads

From: William T Fujioka
Chief Executive Officer

CENSUS 2010 - DEPARTMENTAL PROMOTIONAL PLANS FOR CENSUS OUTREACH

The 2010 Census is almost here and the County's Complete Count Committee (CCC) has been working with the Census Bureau and other jurisdictions on developing outreach strategies to ensure that every person in Los Angeles County is counted in the upcoming Census. It is estimated that over \$300 billion in Federal funding is distributed to communities each year based on census data. Therefore, it is critical that every County department do what they can to promote the Census to secure our fair share of Federal funds to meet the needs of our residents.

Working in conjunction with the County's CCC to meet this objective, we are requesting that your department draft a promotional plan outlining how your department can promote the Census through your general operations. Census promotion should take place from late January 2010 to late May 2010. Attached are guidelines on what the promotional plans should include.

Please submit your Department's promotional plan to Judy Hammond of this Office at jhammond@ceo.lacounty.gov **by October 30, 2009**, and include contact information of the staff member designated to coordinate this effort. If you have any questions regarding this matter, please call Ms. Hammond at 213.974.1363.

Thank you for your assistance on this very important endeavor.

WTF:ES:MKZ
FC:JR:pg

Attachment

c: County of Los Angeles Complete Count Committee

2009-10 - 10-20-09 Census 2010 - Departmental Promotional Plans for Census Outreach

"To Enrich Lives Through Effective And Caring Service"

**Please Conserve Paper - This Document and Copies are Two-Sided
Intra-County Correspondence Sent Electronically Only**

CENSUS 2010 - COUNTY OF LOS ANGELES COMPLETE COUNT

GUIDELINES FOR DEPARTMENTAL PROMOTIONAL PLANS FOR CENSUS OUTREACH

The purpose of departmental promotional plan is to outline Census outreach efforts County departments can conduct through their general operations which will:

1. Inform the County's Complete Count Committee of where Census outreach will be taking place, and allow them to focus outreach efforts in neglected areas; and
2. Serve as a survey to help identify the type and amount of promotional materials needed by departments.

The following are general guidelines on the type of information promotional plans should include:

- Department Communications, Publications, and/or Mailings:

- Identify any department publications or mailings where Census information can be included.
- Indicate if your departmental Website will have a Census message and links to Census related Websites, e.g., County's Census Website.

Note: Census art work and information to include in publications and mailings can be found at <http://census2010.lacounty.gov/censusCCC/>.

- Public Counters and/or Waiting Rooms:

- List any locations with a public counter, waiting room, or where the public gathers in which pamphlets and/or posters can be placed. This information will assist the Complete Count Committee in coordinating with Census Bureau in identifying locations for Questionnaire Assistance Centers (QACs) and Be Counted Sites.
- Provide an estimate of how many pamphlets and posters your department will need. Also, indicate if you need pamphlets or posters in other languages.

- Meetings, Workshops, and/or Events:

- List any public/community meetings, workshops, or events your department will sponsor where Census information can be distributed or a presentation can be made.

- Other:

- List any other ways your department can promote the Census in your general operations.
- Designate a staff member to coordinate the outreach effort, and provide contact information.